

VZCZCXYZ0003  
RR RUEHWEB

DE RUEHPF #0160 0720218  
ZNR UUUUU ZZH  
R 130218Z MAR 09  
FM AMEMBASSY PHNOM PENH  
TO RUEHC/SECSTATE WASHDC 0491  
INFO RUEHBK/AMEMBASSY BANGKOK 2679

UNCLAS PHNOM PENH 000160

SIPDIS

DEPARTMENT FOR EAP/PPD; EAP/MLS; PA/OBS/BS GSANTULLI; AIAG - CMEIRS

E.O. 12958: N/A

TAGS: [OPRC](#) [ECPS](#) [KPAQ](#) [BG](#)

SUBJECT: REQUEST FOR FY09 TV COOP ON AVIAN INFLUENZA

**¶1. SUMMARY:** Post would like to propose a TV COOP to produce a documentary about Avian Influenza (AI) for the Cambodian public. The proposed piece would have guaranteed primetime placement on Cambodia's national television station TVK, one of the top two networks in the country. The documentary would focus detection, treatment and emergency response to AI outbreaks. END SUMMARY

**¶2. PROPOSAL:** PAS Phnom Penh, in partnership with Cambodian state run television station TVK, proposes to film a documentary on Avian Influenza (AI) in the United States over a two week period focusing on the U.S. preparedness plan for AI outbreaks in the hope that some of the methods and strategies could be adopted in Cambodia.

Suggested Shooting Plan:

Post envisions a shooting plan comprised of at least two locations and possibly three depending on advice from PA and OBS. We would like to propose that the first stop be in Washington for interviews with policy makers about the threat of AI, our response plan and U.S. efforts to combat any potential pandemic through direct assistance in other countries. Interviews with USG, UN and private sector officials who are directly involved with AI would help round out the documentary.

The second stop would logically be to CDC headquarters in Atlanta for background discussions and on-camera interviews with officials involved with the Influenza Pandemic Operations Plan. The focus of this segment would be the science involved and the containment and treatment strategies designed by CDC that may be viable for Cambodia.

After the team's return, PA Phnom Penh would work with TVK to add the Cambodian perspective to the documentary by facilitating interviews with officials from the Royal Government, the donor community and NGO sector. These discussions would serve to provide the public with more information about their own government's preparedness and highlight the in-country mechanisms for combating outbreaks of AI in the future.

**¶3. JUSTIFICATION:** This COOP directly supports post's MSP goal of "Investing in People/Addressing Health Threats, Building Systems to Improve Standards". Over 50% of our \$61.5 million of direct assistance to Cambodia is focused on addressing health care issues. A portion of these funds also supports public information campaigns that help to raise the population's awareness of the dangers of AI, but the reach of these programs is limited to major urban centers. A documentary focused on AI issues would reach Cambodians in some of the most isolated areas of the country as a vast majority of the public receives the majority of their information from television.

**¶4. PLACEMENT:** The FY09 TV COOP documentary on AI prevention and response will air during primetime directly after the 1900 news program which is the highest rated news program in the nation.

**¶5. BACKGROUND ON THE STATION:** National TV of Cambodia or TVK is the only state-owned station in the Kingdom Cambodia. With financial assistance from Japanese government, TVK has installed a new high powered transmitter and increased its programming to between 10 and

15 hours per day. It is the only national broadcasting center in the country and has the potential to reach about 80% of the total population, or an estimated 2,500,000 people.

16. NOMINEES: The three TVK crew members proposed for this project are:

Mr. Khvay Atitya, Producer  
Mr. Chin Lyhorn, Cameraman  
Mr. Pang Nath, Program Director/Editor

Mr. Atitya and Mr. Lyhorn speak enough English to operate effectively in a reporting environment.

17. PAST TV COOP PARTICIPATION: National TV of Cambodia (TVK) has not previously participated in a TV COOP.

18. POINTS OF CONTACT: PAO John Johnson, tel: (855 23) 728-174, e-mail: johnsonje@state.gov. Information Assistant Vanrith Chrea, tel: (855 23) 728-258, e-mail: chreav@state.gov.

RODLEY